

Flight Dates 10/02/12-10/08/12

Order Sep 00:30:00

Order Share %

Product Estimate # 1537

Obama for America Alt Order # 307288 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 08/07/12 08/08/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

> 1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+ Agency **GMMB Inc**

Rev Codes POL **POL** CAND **Buying Contact**

Sales Office EWSDC Product Codes PL Sales Region NAT Priority P-3 1010 Wisconsin Avenue - Suite #80

Advertiser Ref Agency Ref 2 Washington, DC 20007

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date **End Date**

Marta Salazar-Perren 100%

Oraci Oriaic 70	Market value	
Competing Station	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Market Value

T-4-1-

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 30 \$21,165.00 \$24,900.00 0.00 10/01/12 10/08/12 30 \$21,165.00 \$24,900.00 30 0.00 Totals \$21,165.00 \$24,900.00

											lota	IIS
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WPTV	10/02/12	2 10/08/12	Sa 8-10a Sa 8-10a	СМ	8-10a	S-	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	02/12	10/08/12	S-	1	\$600.00	0.00						
E 3 WPTV	10/02/12	2 10/08/12	M-F 6-7a	CM	6-7a	MTWTF	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
			M-F 6-7a									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	02/12	10/08/12	MTWTF	1	\$750.00	0.00						
E 4 WPTV	10/02/12	2 10/08/12	M-F 7-9a	CM	7-9a	MTWTF	:30	2	\$800.00 P-3	0.00 NM	2	\$1,600.00
			M-F 7-9a									





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Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ma Dave	Len Spo	nte	Rate Pri	Rta Type	Tot	als Amount
E 4 WPTV		2 10/08/12	M-F 7-9a	CM	7-9a	MTWTF	:30	2	\$800.00 P-3	0.00 NM	2	\$1,600.00
	,		M-F 7-9a						*******			* 1,000
	rt Date	End Date	Weekdays MTWTF	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	Sa 7-8a	CM 2	\$800.00 7-8a	0.00	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
LO WIIV	10/02/1	2 10/00/12	Sa 7-8a	OW	7 00	5	.00	•	φοσσ.σσ1 σ	0.00 14101		Ψ000.00
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	S- Sa 11-1130P	CM	\$500.00 11-1130p	0.00	:30	1	\$850.00 P-3	0.00 NM	1	\$850.00
LO WIIV	10/02/1	2 10/00/12	Sa 11-1130p	Civi	11-1150р	5-	.50	'	ψ030.001 -3	O.OO INIVI	'	ψ030.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	S-	CM	\$850.00 8-9a	0.00	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
E / WPIV	10/02/1	2 10/06/12	Su 8-9a Su 8-9a	Civi	0-9a	3	.30	'	\$750.00 F-3	U.UU INIVI	ı	φ/30.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	S	1	\$750.00	0.00			\$450.00 B.0	0.00.004		# 450.00
E 8 WPTV	10/02/1	2 10/08/12	M-F 9-10a M-F 9-10a	СМ	9-10a	MTWTF	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ		
Week: 10/		10/08/12	MTWTF	1	\$450.00	0.00						
E 9 WPTV	10/02/1	2 10/08/12	M-F 10-11a M-F 10-11a	СМ	10-11a	МГWГF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				j		
Week: 10/		10/08/12	MTWTF	1	\$400.00	0.00						
E 10 WPTV	10/02/1	2 10/08/12	Sa 10-1030a Sa 10-1030a	СМ	10-1030a	S-	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				j		
Week: 10/		10/08/12	S-	1	\$350.00	0.00						
E 11 WPTV	10/02/1	2 10/08/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	МГЖГБ	:30	2	\$350.00 P-3	0.00 NM	2	\$700.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	МГWГF	2	\$350.00	0.00						
E 13 WPTV	10/02/1	2 10/08/12	Su 6p Su 6p	CM	6-630p	S	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	S	1	\$500.00	0.00						
E 15 WPTV	10/02/1	2 10/08/12	M-F 1135p-1235a M-F 1135p-1235a		1135p-1235a	MTWTF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF	1	\$400.00	0.00						
E16 WPTV	10/02/1	2 10/08/12	M-F 5-530p	CM	5-530p	МТWТF	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
Sta	rt Date	End Date	M-F 5-530p Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF	1	\$750.00	0.00						
E 17 WPTV	10/02/1	2 10/08/12	M-F 530-6p	СМ	530-6p	МГWГF	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
Sta	rt Date	End Date	M-F 530-6p Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF	<u> </u>	\$800.00	0.00						
E 18 WPTV	10/02/1	2 10/08/12	M-F 6-630p	СМ	6-630p	МГWГF	:30	2	\$1,100.00 P-3	0.00 NM	2	\$2,200.00
Sta	rt Date	End Date	M-F 6-630p Weekdays	Spots/Week	Rate	Rating						
Sta	Date	<u></u>	7700Mdy5	Spoto, Wook	itato	<u></u>				•		

Print Date: 08/21/12

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Contract / Revision 307288 Flight Dates 10/02/12-10/08/12 Hiatus Dates

<u>Original Date / Revision</u> 08/07/12/ 08/08/12 <u>Order Sep</u> 00:30:00

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			5 .	O/F I.T			. 5. 5:	D: T	Tota	
Ln Ch Start	End	Inventory Code		Start/End T		Len Sp		Rtg Type		Amount
E 18 WPTV 10/02/12	10/08/12	M-F 6-630p M-F 6-630p	СМ	6-630p	МГWГF	:30	2 \$1,100.00 P-3	0.00 NM	2	\$2,200.00
	End Date 10/08/12	Weekdays MTWTF	Spots/Week 2	Rate \$1,100.00	Rating 0.00					
E 19 WPTV 10/02/12	10/08/12	Sa 6p Sa 6p	СМ	6-630p	S-	:30	1 \$500.00 P-3	0.00 NM	1	\$500.00
	End Date 10/08/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E 20 WPTV 10/02/12		M-F 7-730p M-F 7-730p	СМ	7-730p	MTWTF	:30	2 \$650.00 P-3	0.00 NM	2	\$1,300.00
	End Date 10/08/12	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00					
E 21 WPTV 10/02/12		Sa 7-8P	CM	7-8p	S-	:30	1 \$350.00 P-3	0.00 NM	1	\$350.00
Ctart Data - F	Frad Data	Sa 7-8P	Consta AMa ala	Data	Dation					
	End Date 10/08/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$350.00	Rating 0.00					
E 22 WPTV 10/02/12	10/08/12	M-F 730-8p M-F 730-8p	СМ	730-8p	MTWTF	:30	1 \$650.00 P-3	0.00 NM	1	\$650.00
Start Date E	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/02/12 1	10/08/12	MTWTF	1	\$650.00	0.00					
E 23 WPTV 10/02/12	10/08/12	NBC Monday Prir The voice	ne CM	8-11p (8:00 PM-10	M :00 PM)	:30	1 \$2,500.00 P-3	0.00 NM	1	\$2,500.00
	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/08/12	M	1	\$2,500.00	0.00					^
E 25 WPTV 10/02/12	10/08/12	Wednesday Prime law & order: svu	e B CM	9-10p	W	:30	1 \$1,250.00 P-3	0.00 NM	1	\$1,250.00
	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/08/12	W		\$1,250.00	0.00				_	
E 26 WPTV 10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	СМ	11-1135p	МГWГF	:30	2 \$850.00 P-3	0.00 NM	2	\$1,700.00
	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/08/12	MTWTF	2	\$850.00	0.00					
E 28 WPTV 10/02/12	10/08/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11	S	:30	1 \$2,250.00 P-3	0.00 NM	1	\$2,250.00
Start Date E	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/08/12	S	1	\$2,250.00	0.00					
N30 WPTV 10/02/12	10/08/12	M-F 630-7p M-F 630-7p	СМ	630-7p	МГWГF	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
	End Date 10/08/12	Weekdays MTWTF	Spots/Week	<u>Rate</u>	Rating					
N31 WPTV 10/02/12		Friday Prime C	CM	\$1,800.00 10-11p	0.00 F	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
		Dateline			-		+ 1,2331331 3		•	,
	End Date 10/08/12	<u>Weekdays</u> F	Spots/Week	Rate \$1,000.00	Rating 0.00					
***CGN. 10/02/12	10/00/12	· 1 ·	ı ı	ψ1,000.00	0.00			Totala	00.0	24 000 00